

NATIONAL MANGO BOARD

Retail Dietitian Activation Kit



Mango.org



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Mangos are the sunniest fruit in the produce aisle and they're available year round,

yet many shoppers only tend to think of mangos in the spring and summer. Sometimes shoppers pass over mangos because they're unsure about how to choose them, or they don't know how to cut or prepare mangos. Others can't find mangos or simply don't think about them when shopping for produce.

Even though mangos are the most popular fruit in the world, they're still considered new for some consumers. Our goal is to shift mangos from exotic to every day, and we'd love your help!

That's why we've created this retail dietitian toolkit, so you can help bring the world's love of mangos to shoppers and consumers. You'll find loads of delicious ideas to inspire them to add more mangos to their cart, along with details on mango's nutrition story to help your shoppers appreciate the health benefits, and tips on how to select and prepare mangos.

The toolkit is packed with turnkey activations that are intended to support all aspects of your work – from in-store demos and cooking classes to TV interviews and social media posts. Designed to fit within your seasonal promotions, the toolkit is organized in four quarters:

Q1
HEALTH
AND
WELLNESS

Q2
PLANT-BASED

Q3
SUMMER
CELEBRATIONS
AND BACK TO
SCHOOL

Q4
HEALTHY
HOLIDAYS

You'll also find recipes, shopper handouts and a flash drive with digital images and shareable graphics. These assets along with additional recipes, nutrition research, retail promotions and how mangos are grown and harvested can all be found on Mango.org.



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The National Mango Board is supported by assessments from domestic and imported mangos. The board's mission is to increase consumption of fresh mangos in the U.S. by inspiring consumers to discover the culture, flavor, nutrition and versatility of mangos.

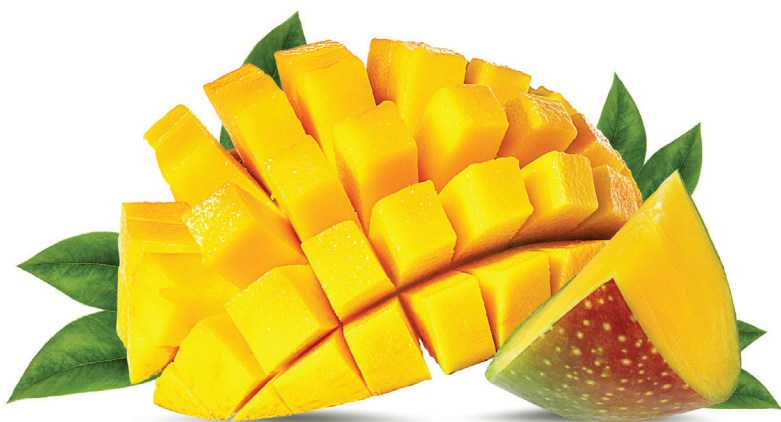


Q1: HEALTH & WELLNESS

From New Year's resolutions in January to National Nutrition Month in March, the first few months of the year are an ideal time to focus on health and wellness. Encourage your shoppers to embrace mangos not only for their impressive nutrition attributes, but for their sunny disposition, as well!

Mangos are like a burst of sunshine in the produce aisle, making them especially welcome during cold winter months. And the really great news? With six main varieties grown in tropical climates all over the world, they're always in season – something many shoppers do not realize.¹

Whether enjoyed in a smoothie, mixed into oatmeal, tossed in a salad, or simply eaten whole with juice dripping down your chin, there are endless ways to soak up this tropical, exotic flavor any time of year.



JANUARY

- New Year's Day
- National Healthy Weight Awareness Month
- National Oatmeal Month
- National Slow Cooking Month

FEBRUARY

- American Heart Month
- National Snack Food Month
- The Big Game
- Valentine's Day

MARCH

- National Nutrition Month
- National Colorectal Cancer Awareness Month
- National Kidney Month
- Registered Dietitian Nutritionist Day (2nd Wednesday)
- St. Patrick's Day
- First day of spring
- American Diabetes Association Alert Day (4th Tuesday)

Activation Ideas

Write an article for your store's blog, website or monthly newsletter, highlighting the nutrition profile and health benefits of mangos.

Capitalize on timely moments like the beginning of a New Year, when many shoppers will be setting New Year's intentions, or National Nutrition Month, when you can offer tips for eating more fruit each day.

Pitch a mango-centric television segment to local news stations. Show viewers how to properly cut a mango and feature mango-inspired appetizers and snacks for entertaining during the big football game in February, or highlight nutritious, feel-good treats (like a mango rose or the Mango Panna Cotta on Mango.org) to spread the mango love on Valentine's Day.

Set up an in-store demo to celebrate National Oatmeal Month with samples of Coconut Mango Overnight Oats. You can find the recipe and more at Mango.org.



¹National Mango Board's 2017 Attitudes and Usage Survey (see summary in the toolkit, "Do You Know What Your Shoppers Think About Mangos?")

How to Cut a Mango

One reason consumers don't buy mangos is they don't know how to cut them. While it might seem intimidating, it's actually quite simple — and as a retail RD you're in the perfect position to teach shoppers the skill!

Whether it's through an in-store demo, cooking class, TV segment, Instagram story or Facebook Live, it's easy to show shoppers how to cut a mango. All you need is a knife, a cutting board and the instructions below, and your shoppers will be on their way to enjoying a delicious, juicy mango in no time. Just remind them to wash it first!



1 With the stem on top, cut down slightly off center to the tip end.



2 Repeat on the other side, cutting as close to the seed as possible.



3 Cut the flesh in a grid-like pattern without going through the skin.



4 Use a large spoon to detach the flesh from the skin and scoop out the cubes.

Once you've taught shoppers the art of cutting a mango, you can take your demo a step further by showcasing simple ways to enjoy them. Smoothies are a great option to start with – they're quick, easy, accessible and, of course, delicious.

Mango Smoothie Bowl



Ingredients

- 2 cups fresh, diced mango
- ½ cup plain yogurt
- 1 tablespoon honey
- 1 frozen banana, broken into pieces or sliced
- 1 cup water

Toppings

- Fresh, diced mango
- Assorted berries, fresh or frozen
- Raw shelled hemp seeds
- Kiwi slices
- Coconut flakes

Directions

1. Place 2 cups of fresh, diced mango and banana pieces into your blender, top with the yogurt and pour in the water and honey.
2. Place lid on blender and blend until smooth.
3. Pour into two bowls, top with assorted toppings and enjoy!

Note: For thicker consistency, use frozen diced mango. Fresh mangos can be peeled, diced and placed in an airtight container in the freezer for up to six months.

Recipe Demonstration Guide

Smoothies are one of the easiest recipes to demo and sample, and are a great way to encourage shoppers to include more nutrient-rich vegetables and fruits, like mangos, in their diet. Smoothie bowls are especially popular, and are surprisingly simple to whip up. They're also fun to decorate with various toppings.

Supplies

- Blender
- Chef's knife
- Cutting board
- Measuring cups and spoons
- Small bowls/ramekins for pre-measured ingredients and toppings
- Two serving bowls (if conducting a television segment or social media story)
- Sampling cups (if conducting an in-store demo or cooking class)
- Serving and/or sampling spoons
- Bowl of warm water (for clean-up)
- Paper towels or kitchen towels (for clean-up)
- Printed recipes (if you'd like to hand them out to shoppers)

Set-up

1. Sanitize hands, work area, utensils and cutting board.
2. Wash and dry mangos; place them on your work station to cut during the demo.
3. Measure out the yogurt, honey, banana, water and toppings you would like to use, and place in separate bowls or ramekins.
4. Set out any serving bowls, sampling cups, utensils or recipe cards you plan to use.
5. Have your bowl of warm water and paper towels or kitchen towels close by and easily accessible for clean-up (this will be helpful both during the demo, for any spills, and after the demo for cleaning up).
6. Consider placing some whole mangos and other ingredients around your station as decoration.

TALKING POINTS

Smoothies and smoothie bowls are a quick, easy way to get more nutrient-rich fruits and vegetables in your diet – and you can customize them any way you like.

Part smoothie, part art – this Mango Smoothie Bowl will have you swooning from its vibrant colors and tasty fruit combo, with toppings that take center stage!

Mangos freeze really well, and are a great option to include in smoothies and smoothie bowls – both in the base and added on top.

A ¾ cup of diced mango is an excellent source of vitamin C and has 8% DV of vitamin A and vitamin B6. It is a good source of folate and copper, and has 7% DV of dietary fiber (which promotes gut health and helps you feel full).

And the really great news for mango lovers is that mangos are in season all year round, for a burst of sunshine even in the dead of winter!



Extensions

- The recipe possibilities here are endless, so don't be afraid to mix it up. You can find lots of delicious recipes by searching "smoothie" at Mango.org.
- Work with your prepared foods division to create frozen mango smoothie kits to sell in store. Find the instructions for Mango Smoothie Packs at Mango.org, and check out our Smoothie Bowl Competition vlog for more inspiration.

Blog/Newsletter Inspiration



To capitalize on the health and wellness focus that comes with the first few months of a new year, write a blog post or newsletter article all about the nutrition benefits of mangos. You can easily customize the template below to focus on New Year's resolutions, National Nutrition Month, American Heart Month or any other health-focused observances.

Don't forget to call out any in-store events or specific foods (like mango smoothie kits from your prepared foods department) that you'd like to promote.

MANGOS: SUPER DELICIOUS, ULTRA NUTRITIOUS

Today we're getting up close and personal with the sunniest fruit in the produce aisle – that's right, we're talking about mangos! Mangos are not only vibrant, exciting and deliciously juicy, they're also full of health-promoting nutrients.

In fact, 3/4 cup (one serving) of fresh mango is:

An excellent source of vitamin C, which is important for immune function and skin health

8% DV of vitamin A, which helps maintain healthy skin and eye health

A good source of folate, which is vital for a healthy immune system which helps the body make red blood cells and DNA and may help support a healthy immune system

A good source of copper, which is essential for the development of collagen

8% DV of vitamin B6

2 grams or 7% DV of filling dietary fiber

See nutrition handout for references.

Mangos also have polyphenols, beneficial phytonutrients present in certain plant-based foods. The beta-carotene, lutein and other carotenoids in mangos account for their yellow color, and anthocyanins contribute to the red color in some varieties.

For more reasons to bite into this luscious, sweet fruit, just look to scientific research. An observational study that analyzed national food consumption data (NHANES) found mango consumption was associated with better nutrient intakes and diet quality. It may be that people who regularly eat mangos are making other smart lifestyle choices, but it's a good sign that enjoying a mango a day is a good idea!

Mangos can also be incorporated into a heart-smart diet, and one that's diabetes-friendly. Studies on mangos have included research on cardiovascular disease, blood pressure and blood sugar maintenance.

So, the next time you're looking for a feel-good way to treat both body and soul, head on in to [insert store here] and grab a delicious, juicy mango.



MYTH BUSTER

Did you know mangos can fit into a diabetes-friendly diet?

Since they're such a sweet fruit, your shoppers might be surprised. Not only do mangos contribute valuable nutrients, they're classified as a low glycemic food. While shoppers should always follow their doctor's advice, low glycemic foods like mangos can be helpful for managing blood sugar, according to the American Diabetes Association.

Q2: PLANT-BASED

Whether your shoppers are vegetarian, vegan or just want to capitalize on the benefits of eating more plant-based meals, mangos are a delicious, fresh ingredient to add some sweet pizzazz to plant-based recipes. Not only do mangos provide health-promoting nutrients, they're an exotic (yet accessible) way to make any meal a little more fun and adventurous!

Native to India and Southeast Asia, mangos are quickly becoming a favorite in American households, praised for their delightfully sweet taste, versatility and impressive health benefits including over 20 vitamins and minerals. April, May and June are packed with opportunities to celebrate mangos and plant-forward eating.



Activation Ideas

Celebrate all things mango for National Mango Month in June. Highlight mango's nutrient profile and six varieties, show shoppers how to choose ripe mangos and hand out samples of fresh, diced mango in the produce section of your store.

For Cinco de Mayo, pitch a Cinco de Mango television segment to local news stations and share the link to our Mango Guacamole vlog on your store's website or social channels.

Celebrate National Salsa Month with in-store samples of our All-Purpose Mango Salsa, or sample our Vegan Mango Quinoa Salad as an easy way to eat more plant foods. Find the recipes at [Mango.org](https://mango.org).

Give your shoppers some nutritious brunch ideas for Easter, Mother's Day or Father's Day. Think pancakes, waffles or croffles topped with mangos, mango parfaits or Mango Mimosas.

Give a nod to **Mediterranean Diet Month** with an article for your store's website, blog or newsletter. Include tips for following a Mediterranean-style eating pattern and easy-to-make recipes shoppers can try at home – like our Spiced Salmon with Mango Avocado Salad.

APRIL

- Easter
- Cancer Awareness Month
- Earth Day (22nd)

MAY

- High Blood Pressure Education Month
- Mediterranean Diet Month
- National Salsa Month
- National Salad Month
- Cinco de Mayo
- Mother's Day
- Memorial Day
- World Digestive Health Day (29th)

JUNE

NATIONAL MANGO MONTH

- National Fresh Fruits and Vegetables Month
- National Soul Food Month
- First day of summer (21st)
- Men's Health Month
- Father's Day

Joy is a slice away!



MANGO VARIETIES

The six main varieties of mangos in your store were likely grown in Mexico, Ecuador, Peru, Brazil, Guatemala or Haiti. Fortunately for us, these countries harvest their mango crops at different times of the year, which allows for a year-round supply of mangos coming to the U.S. National Mango Month is the perfect time to educate your shoppers about mangos so they can enjoy the variety of options your store has to offer!



Honey / Ataulfo



Francis



Haden



Keitt



Kent



Tommy Atkins

HOW TO CHOOSE A MANGO

One of the best ways to enjoy a mango is when it's ripe, so showing your shoppers how to properly judge ripeness will go a long way in making sure they enjoy all the delicious juiciness this fruit has to offer. Set up an in-store demo, setting out mangos at various stages of ripeness for shoppers to feel, or host a tour of the produce department to show shoppers how to select ripe fruits. The talking points below can help.

Each variety has a slightly different color. Some may be green even when ripe, and the red hue on others is typically due to sun exposure while on the tree, rather than ripeness.

Color is not an indicator of ripeness for mangos.

Peeled, diced mangos in an airtight container can be kept in the refrigerator for several days, or in the freezer for up to six months. Once they are cut, they should be refrigerated.



To tell if it's ripe, squeeze the mango gently and give it a good sniff by the stem. A ripe mango will give slightly or indent when pressed and have a strong fruity, sweet smell.

If a mango is too firm, it will ripen at room temperature in a few days (you can speed up the process by placing them in a paper bag on the counter). Always keep unripe mangos at room temperature and not the refrigerator.

MANGOS FOR WORLD DIGESTIVE HEALTH DAY

While the research on mangos and gut health is still emerging, early evidence indicates that mangos may have beneficial effects. For example, research conducted at Texas A & M University found that 2 cups of mango was more effective in relieving constipation and reducing intestinal inflammation than comparable amounts of psyllium fiber. Mango consumption also increased short-chain fatty acid levels, which indicate improvement of intestinal microbial composition.*

*Venancio V, et al. Mango (*Mangifera indica* L.) polyphenols ameliorate functional constipation symptoms in humans beyond equivalent amount of fiber. *Molecular Nutrition and Food Research*. 2018;62:1701034.

Cinco de Mango Segment

Turn this year's Cinco de Mayo into Cinco de Mango! Since Mexico is the top mango-exporting country in the world, it only makes sense to celebrate this Mexican holiday with this super fun superfruit. Mangos are an easy way to add vibrant color and bright flavor to your favorite Mexican dishes, and are an integral part of Mexican cuisine (including plant-based meals that are abundant in beans, avocados, tomatoes and chiles).

A series of mango-inspired recipes with Mexican flair make the perfect story to pitch local news stations - or feature in a Facebook Live or Instagram Story filmed in your kitchen. Use the recipes and talking points below to demo a fun, festive Cinco de Mango meal.



APPETIZER: MANGO SALSA

Find the directions
on Mango.org.

Nothing says Cinco de Mayo like a bowl of salsa and chips! Swap out tomatoes for mango to jazz up your standard recipe – the sweetness of the mango and the spiciness of the jalapeños is sure to be a crowd-pleasing combination.

INGREDIENTS

- 2 diced fresh mangos
- 1 minced jalapeño pepper
- 1 chopped red bell pepper
- 1/3 cup finely chopped onion
- 1/4 cup fresh lime juice
- 1/4 cup chopped cilantro
- 1/4 teaspoon cumin
- Salt, to taste

SUPPLIES

- Chef's knife
- Cutting board
- Mixing spoon or spatula
- Measuring cups and spoons
- Serving spoons
- Small bowls/ramekins for pre-measured ingredients
- Serving bowl for salsa
- Serving bowl for chips
- Bowl of warm water (for clean-up)
- Paper towels or kitchen towels (for clean-up)

MAIN COURSE: GRILLED MANGO TACOS WITH DREAM SAUCE

Find the directions on Mango.org

One taste of these Grilled Mango Tacos with Dream Sauce and you'll understand where they got their name. This recipe is utterly delicious and completely plant-based – so it's perfect if you have vegan guests. Even if you don't, this recipe is sure to please anyone and everyone at your Cinco de Mango fiesta.



Ingredients

For the beans

- 2 garlic cloves
- 2 tablespoons extra-virgin olive oil
- 2 15-ounce cans of black beans
- ½ teaspoon kosher salt
- Black pepper, to taste

For the tacos

- 3 honey mangos
- 8 tortillas
- Chipotle powder, to taste
- Extra-virgin olive oil
- Kosher salt, to taste
- Torn cilantro, for the garnish
- Sliced radishes, for the garnish

For the mango dream sauce

- 2 honey mangos, or 1 cup diced
- 1 cup packed cilantro leaves and tender stems
- ¼ teaspoon cumin
- 2 tablespoons extra-virgin olive oil
- 1 green onion
- 2 tablespoons lime juice (the juice of 1 lime)
- ¼ teaspoon kosher salt
- 2 tablespoons water

Supplies

- Chef's knife
- Colander
- Liquid measuring cup
- Measuring cups and spoons
- Medium saucepan
- Stove or portable hotplate
- Blender
- Grill pan or skillet (you can also use a charcoal or gas grill)
- Two mixing bowls
- Serving spoons
- Spatula or wooden spoon
- Tongs
- Small bowls/ramekins for pre-measured ingredients
- Serving plates to display the finished product
- Paper towels or kitchen towels (for clean-up)

COCKTAILS: MANGO-RITA Find the directions on Mango.org

Complete your Cinco de Mango party with a homemade mango margarita – or what we like to call, a Mango-rita! The natural sweetness of the mango is a delicious contrast to the sour zing of lime and tequila and gives you a perfectly balanced cocktail that's sure to impress. Just leave out the tequila to make it a still-tasty mocktail.



Ingredients

- 1 large ripe mango, peeled, pitted and diced
- 1 cup crushed ice
- ½ cup tequila
- 2 tablespoons freshly-squeezed lime juice (reserve one squeezed lime half to moisten glass rims)
- Coarse salt

Supplies

- Chef's knife
- Liquid measuring cup
- Measuring cups and spoons
- Small bowls/ramekins for pre-measured ingredients
- Blender
- Two margarita glasses
- Bowl of warm water (for clean-up)
- Paper towels or kitchen towels (for clean-up)

Once you gather the necessary ingredients and supplies, it's time to bring your Cinco de Mango to life! Below are some tips for executing your segment and talking points to keep your audience engaged.

EXECUTION

In the days before your segment, run through all three recipes to practice your cadence.

You should also **think about having different steps already completed**, so you don't have to cook all your recipes live from start to finish. For example, you could leave one mango whole to demonstrate proper cutting technique, but have the rest of them pre-cut and ready to use.

You may be able to **identify steps you can do at the same time** – for example, while the tomatillos for the salsa are charring, you can demonstrate how to properly cut a mango. That will make these recipes much easier for viewers to replicate at home.

On the day of your segment, but before filming begins, **pre-measure any ingredients** you don't want to prep live and set up your work space. You can refer to the 'Smoothie Showcase' tips in Q1 of this toolkit for some useful tips.

TALKING POINTS

Did you know Mexico is the top mango-exporting country in the world? So it only makes sense to celebrate Cinco de Mayo, a traditional Mexican holiday, with this super fun superfruit.

Today, I'll be showing you how to make three mango-inspired, plant-forward dishes to turn your Cinco de Mayo into a Cinco de Mango celebration!

We'll start with an appetizer, Mango Salsa, then move on to our main course, Grilled Mango Tacos with Dream Sauce, and end with a delicious Mango-rita.

Not only are mangos great for celebrating Cinco de Mayo, they have **health-promoting nutrients** – including vitamin C, folate, copper, vitamin A, vitamin B6 and filling dietary fiber to help maintain gut health.

Mangos add sweet pizazz to plant-based recipes like the ones we're making today, and are an exotic (yet accessible) way to make any meal feel a little more fun and adventurous!

Once your segment is live, **link to it on your store's website or blog** and encourage shoppers to stop in to pick up the ingredients.

Q3: SUMMER CELEBRATIONS AND BACK TO SCHOOL

Long, hot days make July through September the perfect time for shoppers to enjoy the sweet, tropical flavor of a refreshing mango. While mangos are delicious eaten on their own, there are lots of creative ways to add them to shoppers' favorite summertime dishes.

From savory-sweet grilled mango and juicy fruit kabobs at summer barbecues, to vibrant fruit salads and wholesome mango muffins to fuel summertime adventures, mangos are the perfect sunny fruit to complement warm, sunny weather.

JULY

- National Grilling Month
- National Picnic Month
- Fourth of July
- National Ice Cream Day (21st)
- **NATIONAL MANGO DAY (22nd)**

AUGUST

- National Sandwich Month
- Kids Eat Right Month

SEPTEMBER

- Labor Day
- National Family Meals Month
- Better Breakfast Month
- Fruits & Veggies – More Matters Month
- Whole Grains Month
- First day of fall (23rd)
- National Cholesterol Education Month
- National Hispanic Heritage Month



Activation Ideas

July is National Picnic Month.

Team up with your prepared foods department to create easy-to-grab picnic kits, complete with fresh mango slices. You can also encourage them to add mango slices as an ingredient on their deli sandwiches to celebrate National Sandwich Month.

Encourage shoppers to put a tropical spin on their **Fourth of July** or tailgating celebrations by sharing recipes for Jerk Rubbed Chicken Skewers with Mango Salsa, Grilled Teriyaki Mango Skewers, Mango Turkey Sliders, Grilled Corn and Mango Salad and Fresh Mango Berry Pops. Find them at Mango.org.

Celebrate both **Better Breakfast** and **Whole Grains Month** with in-store demos to encourage shoppers to make nutritious breakfasts a priority. Mangos and whole grains are a mighty, fiber-rich combination. Visit Mango.org for delicious recipes, like Mango Yogurt and Granola Bowls.

In honor of **National Family Meals Month**, place handouts with family-friendly, mango-inspired recipes on endcaps throughout the produce aisle or demo easy 30-minute family meals, including low-prep, low-mess foil packet dinners – one of Pinterest's top food trends.

It's also a perfect time to pitch a **back-to-school segment** or set up an in-store demo featuring nutritious afterschool snacks. Keep it deliciously simple with snacks like mango spears and mango fruit kabobs – easy to prep and fun to eat!



Grilled Mango with Whipped Honey Ricotta Cream

INGREDIENTS

- 2 fresh mangos
- 1 teaspoon oil
- ½ cup heavy cream
- ½ cup whole milk ricotta
- 2 tablespoons honey, plus more for drizzling
- 2 tablespoons chopped pistachios
- Pinch of sea salt

DIRECTIONS

1. Preheat grill to 400 degrees F.
2. Cut fresh mango to remove cheeks. Brush with oil.
3. While the grill is preheating, make the Whipped Honey Ricotta Cream: In a medium bowl, whip heavy cream until soft peaks form. Add the ricotta and honey, and whip again to incorporate.
4. Place mangos on the center of the grill, flesh side down. Grill for 1 minute, then rotate the mangos 90 degrees and grill for 1 more minute.
5. To assemble: Spoon the Whipped Honey Ricotta Cream over each grilled mango. Add pistachios, a drizzle of honey and a pinch of sea salt. Serve warm.

Instead of the ricotta cream, you can also serve grilled mangos with vanilla ice cream or frozen yogurt.



Recipe Demonstration Guide

Summertime means backyard barbecues and firing up the grill. Encourage your shoppers to put a fresh, nutritious spin on grilled recipes by highlighting the versatility of grilled fruit, like mangos. This recipe for Grilled Mango with Whipped Honey Ricotta Cream is a great one to highlight with an in-store demo or cooking class. Visit mango.org for a video on how to prepare.

Supplies

- Grill pan or indoor grill (or an outdoor grill, if you prefer to film a social media story)
- Grill tongs
- Cutting board
- Chef's knife
- Basting brush
- Small bowls/ramekins for pre-measured ingredients
- Medium mixing bowl
- Hand mixer
- Serving bowls or plates to display the finished product
- Sampling cups (if conducting an in-store demo or cooking class)
- Serving and/or sampling spoons
- Bowl of warm water (for clean-up)
- Paper towels or kitchen towels (for clean-up)
- Printed recipes (if you'd like to hand them out to shoppers)

Once your ingredients and supplies are assembled, you're ready to start grilling!
Here are some tips and talking points to guide you.

SET-UP

1. Sanitize hands, work area, utensils and cutting board.
2. Wash and dry the mangos; place them on your work station to cut during the demo.
3. Measure out cream, honey and sea salt and place in separate bowls or ramekins.
4. Chop pistachios; place in small clear bowl on the side.
5. Set aside a medium bowl to mix the ricotta cream topping.
6. Set out any serving bowls, sampling cups, utensils or recipe cards you plan to use.
7. Have your bowl of warm water and paper towels or kitchen towels close by and easily accessible for clean-up (this will be helpful both during the demo, for any spills, and after the demo for cleaning up).
8. Consider placing some whole mangos and other ingredients around your station as decoration.

Grill. Dice. Blend. Spice.

BREAKFAST

- Use mango chunks to add some delicious flavor to your morning oatmeal
- Blend chunks of mango into a smoothie or smoothie bowl
- Make your omelet or scrambled eggs a little more adventurous by adding a mango salsa

LUNCH

- Add diced mango to chicken salad or mix it in cooked quinoa to add a nice, contrasting flavor and texture
- Add mango slices to paninis or sandwiches for an unexpected (but tasty) twist
- Top salads and grain bowls with chunks of mango

DINNER

- Reinvent the Hawaiian pizza and swap in the sweetness of mango
- Add mango slices to your burger (trust us, it's delicious and juicy!)
- Use diced mango to add a pop of color and some sweet, refreshing flavor to soup or chili

SNACKS

- Add some pizzazz to plain Greek yogurt by mixing in mango chunks
- Keep it simple by pairing a granola bar or handful of nuts with slices of mango
- Mix up your toast routine by layering on mango slices and nut butter

DESSERT

- Puree frozen mango pieces to create a mango "ice cream" for a naturally-sweet treat
- Dress up a bowl of frozen yogurt with fresh mango chunks
- Enjoy the simple things in life with a bowl of fresh, sweet mango

TALKING POINTS

Grilled mango is the perfect way to **add an unexpected twist** to your next summertime barbecue. You can even use mangos that aren't fully ripe! The heat of the fire softens them up and caramelizes their natural sugars - giving them a delicious, unique flavor.

Grilled mangos make a tasty treat on their own, but they're truly amazing topped with the whipped honey ricotta cream. You can also serve grilled mango with ice cream - and what better day to do that than National Ice Cream Day on July 21.

For this recipe, cut the mango in two, avoiding the long seed in the middle.

Mangos have multiple nutrients — including vitamin C, vitamin A, folate, fiber, copper and vitamin B6 - making them a good sweet you can feel good about eating. One cup of fresh mango is just 100 calories.

Mangos are full of health-promoting nutrients, and are a surefire way to add some sunshine to any meal. Since mangos can be used in an infinite number of ways, it's easy for shoppers to embrace a 'mango a day' mantra as a way to get more nutrient-rich fruit in their diet and jazz up their daily routine.

Share the tips on the side in store or on your store's website, blog or social media channels to inspire your shoppers to eat a mango a day, and highlight the versatility of this superfruit!

Q4: HEALTHY HOLIDAYS

With their deep golden flesh and bold skin tones ranging from yellow to red, mangos can help brighten up any dreary winter day. Luckily, they're plentiful in the winter months and can easily fit into your October to December promotions – from playing a starring role on the holiday table, helping to animate cheese and charcuterie boards, perking up savory side dishes and bolstering show-stopping desserts, to making a great holiday gift for colleagues at work, teachers or friends. Simply pick out the most luscious mangos and arrange them in a tissue-lined basket decorated with ribbon. It's bound to bring a smile to any recipient.

OCTOBER

- Halloween
- National Dessert Month
- National Seafood Month
- Vegetarian Awareness Month
- National Breast Cancer Awareness Month



NOVEMBER

- Thanksgiving
- American Diabetes Month
- National Healthy Skin Month
- National Greek Yogurt Day (9th)

DECEMBER

- Root Vegetables and Exotic Fruits Month
- National Cookie Day (4th)
- National Gazpacho Day (6th)
- First day of winter (21st)
- Christmas
- Hanukkah
- New Year's Eve
- National Champagne Day (31st)

Activation Ideas

With their bright orange color, **mangos and Halloween go hand in hand!** Encourage shoppers to include naturally sweet mangos in their trick-or-treat confections with scary delicious recipes like Chocolate Dipped Mango Pops and Mango Guacamole in Jack-O-Lantern Peppers. **Find them at Mango.org**

Cross-promote mangos with fresh seafood during National Seafood Month in October. Highlighting Mango Jerk Salmon Burgers with an in-store demo is a great way to start! Find the recipe at Mango.org, and feature it on your social channels and store newsletter or blog.

Show shoppers all the great ways they can add fresh, ripe mangos to their holiday menu. Mango Crostini with Crispy Prosciutto and Brie, Pistachio Crusted Mango Cheese Log and Mango Holiday Dip are perfect for sampling in store, and you can work with your prepared foods department to assemble ingredients for a festive holiday cheese and charcuterie board featuring mangos. **Find recipes at Mango.org.**

Pitch your local TV station or conduct a Facebook Live segment for National Healthy Skin Month in November. Use mangos as an example of a "beauty food," helping to nourish your skin from the inside out, and demo a DIY mango mask for fun.

Celebrate National Cookie Day in December by demonstrating our tasty and wholesome gluten-free Mango Jam Thumbprint Cookies, and share the recipe on your social channels and store newsletter.

Always in Season!



Pistachio Crusted Mango Cheese Log



Ingredients

- 8 ounces goat cheese
- 1/4 cup diced fresh mango
- 1/4 cup pomegranate seeds
- 1 cup chopped pistachios
- 2 tablespoons butter
- 10 fresh sage leaves
(or 1 teaspoon dry sage leaves)

Directions

1. In the bowl of an electric mixer with the whisk attachment, whip goat cheese until soft and creamy. Add finely diced mango and pomegranate seeds and fold in gently.
2. Place the whipped goat cheese mixture on a piece of plastic wrap, and roll to form a log, twisting the ends tightly. Chill until firm at least 3 to 4 hours, or longer.
3. In a small pan, melt butter over medium-high heat. Add sage leaves and fry, about 1 to 2 minutes per side or until crispy. Remove from the heat and drain on a paper towel.
4. Crush the fried sage leaves into bits and mix with the chopped pistachios.
5. Spread the mixture onto a clean work surface and roll the chilled cheese log into the nut mixture until all sides are evenly coated.
6. Wrap and chill – allow the cheese to come to room temperature when serving for easy spreading.



Celebrate Healthy Skin Month with Mangos

We all want healthy and glowing skin. That means protection from the sun, adequate hydration, proper moisturizing and eating foods like mangos!

Mangos have multiple nutrients that are linked to skin health. In fact, mangos are one of the richest sources of vitamin C, offering 50% of the Daily Value per 3/4 cup serving. Vitamin C serums are currently one of the hottest skin care products on the market, and some of these serums are actually made with mango. But it's important to not just add vitamin C to the skin, our diets need an adequate supply, too. Vitamin C or ascorbic acid has antioxidant properties and plays an essential role in collagen synthesis and protects against ultraviolet (UV)-induced skin damage.

Mangos are also a good source of copper and provide 8% of the Daily Value of Vitamin A – two other nutrients that are vital for healthy skin. Vitamin A (retinol) is hydrophilic, or water loving, which helps draw water to the surface of the skin. The nutrient may help improve the texture, moisture and elasticity of skin. Copper is an essential mineral that plays a key role in the synthesis and stabilization of skin proteins.



Mangos have:

A photograph of three mangos stacked vertically on a white surface. The top mango is reddish-orange, the middle one is green with some red, and the bottom one is green. A palm frond is visible in the background. The text 'Vitamin C' is overlaid on the top mango.

Vitamin C

Vitamin A

Copper

A few studies have been published on mangos and skin health, and additional research is underway. For instance, researchers in Korea studied hairless mice to explore the impact of mango intake on UV-induced skin aging. They found that mango extract inhibited the increase in skin thickness, wrinkle formation and collagen fiber loss. Degradation of collagen is considered a major contributor to wrinkle formation and skin appearance. Scientists at the University of California, Davis, are currently studying the effects of mango intake on facial wrinkles and skin redness among older women.

To reap the skin health benefits of mangos, try a DIY mango mask. Just combine pureed mango with a bit of honey and coconut oil. Also look for ways to add more mangos to your day, including mango smoothies, mango salsa, fruit salads, stir-fries, curries and foil packet fish dinners with mango slices.

**FIND MORE MANGO INSPIRATION
AT [MANGO.ORG](https://mango.org).**

Q1 Jan-Mar Social Media Posts



Need a crowd-pleasing app to serve during the Big Game, but you've worn out your trusty guacamole recipe? Add mango for a spin on an old favorite, and your guests will be dancing in the end zone. Stop in today to grab everything you need. #GameDay #Appetizer #Mango



It's National Oatmeal Month, and we're celebrating with one of our favorite overnight oats recipes: Coconut Mango Overnight Oats. Come in today for a sample. #Oatmeal #Breakfast #Mango



Celebrate National Snack Food Month with make-ahead snacks - like some delicious Mango Energy Bites! These little bites are nutritious and easy to grab on your way out the door, even on the busiest days. Hurry in today and snag a sample. #Mango #Snacks #NationalSnackFoodMonth

DO IT FOR THE 'GRAM

A Mango Rose Tutorial

Nothing says Happy Valentine's Day quite like a rose. This year, show your shoppers how to celebrate with one that's edible, nutritious and totally on trend! See the infographic below and check out our Mango Rose vlog for step-by-step instructions on Mango.org.



1 Slice the mango into thirds.



2 Scoop out fruit using spoons.



3 Cut into super thin, even pieces

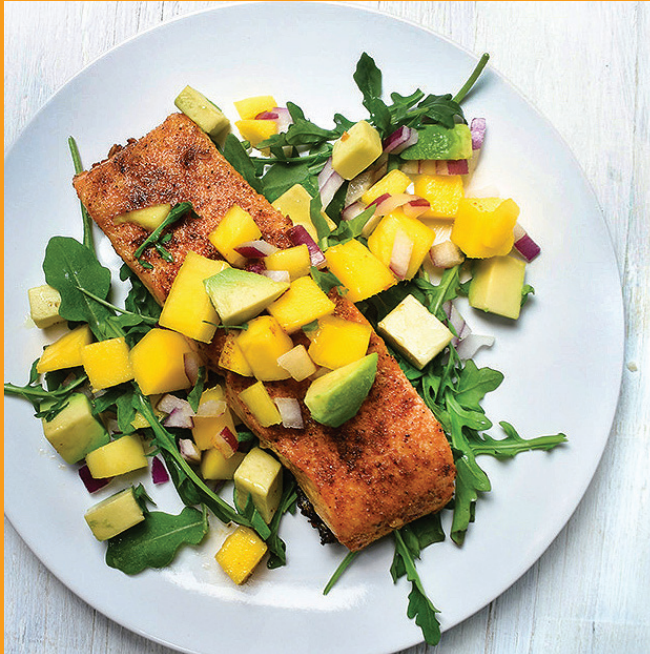


4 Form snake-like shape and curl tightly



5 Add mint leaves, then enjoy!

Q2 Apr-Jun Social Media Posts



Celebrate Mediterranean Diet Month with nutrient-rich fruits, vegetables and healthy fats. This light, flavorful recipe for Spiced Salmon with Mango Avocado Salad has it all. #MediterraneanDiet #Salmon #Avocado #Mango



Trying to eat more plants? This Vegan Sweet Potato Mango Quinoa Salad is super tasty, easy to assemble and stores well in the fridge. Stop in today for a sample, then make it on Sunday and pack in your lunches for the week. #PlantBased #WholeGrain #Mango



Today we're celebrating National Salad Month with this Thai Mango Crunch Salad. Stop in today to pick up the ingredients, and join us in celebrating at home! #NationalSaladMonth #PlantBased #Salad #Mango



Don't forget to use the **MANGO EMOJI** when you're posting to social media.

Q3 Jul-Sept Social Media Posts



Grilling hot dogs at your next tailgate? Upgrade from ketchup and mustard to a delish mango kimchi relish. Grab the ingredients in store today! #TailgateFood #MangoLove



Celebrate Fruit & Veggies - More Matters Month with Grilled Teriyaki Mango Skewers. Packed with nutrient-rich vegetables and delicious grilled mangos, even the most passionate meat-eater won't be able to put these down. #MoreMatters #GrilledVegetables #MangoADay



Eating meals together as a family has a positive impact on kids' emotional, mental and physical well-being. Make it easier to come together at the dinner table by simplifying your dinner routine. Recipes like this Salmon in Foil Packets with Mangos, Carrots and Sugar Snap Peas are ready in a flash with minimal clean up! #FamilyMealsMonth #MangoADay #FoilPackets



Start your day right with a better breakfast, like Mango Muffins. These are easy to make ahead and grab on your way out the door, and add an unexpected burst of flavor (and extra nutrients!) to your morning. #BetterBreakfastMonth #Mango

Q3 Oct-Dec Social Media Posts



Celebrate National Seafood Month with our Mango Jerk Salmon Burgers, a Caribbean-inspired dish that will transport your taste buds to a beach-front café. It's an easy and delicious way to eat more seafood. #NationalSeafoodMonth #Mango



Add a tropical twist to your holiday side dishes this year with our Mango Roasted Butternut Squash. The sweet and savory combination will brighten up the meal and put a smile on your guests' face. #Holiday #ButternutSquash #Mango



Put a tropical twist on tradition this year with our Mango Cranberry Sauce, a colorful and nutrient-packed holiday dish with chunks of naturally sweet and juicy mango. #Holiday #Plantbased #Mango



Holiday cookie swap? One bite of these super delish gluten free mango jam thumbprint cookies and your friends and family will be singing your praises – and asking for the recipe. #Holiday #Mango #HolidayCookies



Hosting a holiday party? Jazz up your mocktail menu with this recipe for Mango Citrus Fruit Punch. With a tropical, citrusy blend of mangos, pineapple and orange juice (plus some bubbles from lemon lime soda!) it's sure to be a hit with all ages. #Holiday #Mango #Mocktails



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